

City of Minneapolis – Community Planning & Economic Development

Market Profile – West Bank Light Rail Station

(1-mile radius from intersection)

Demographic Profile

	2000	2010	Projected to 2015	Annual Rate of Change
Population	29,584	32,912	33,793	0.9%
Households	10,761	11,774	12,178	0.9%
Average Household Size	1.98	2.06	2.07	0.3%
Median Age	23.6	23.8	23.8	0.1%
Children (0-19)	28.3%	27.2%	26.5%	-0.4%
Seniors (65+)	6.6%	7.1%	7.8%	1.2%
Population Density (per sq mi)	9,419	10,478	10,759	0.9%
Middle Income Households (\$50k-\$75k)	814	1,625	1,933	9.2%
Middle Income Households / sq mile	259	517	615	9.2%
Middle and Upper Income Households (>\$50k)	1,492	3,144	4,314	12.6%
Middle and Upper Income Households / sq mile	475	1,001	1,373	12.6%
Median Household Income	\$18,320	\$24,414	\$29,273	4.0%
Average Household Income	\$28,046	\$38,416	\$46,556	4.4%
Household Per Capita Income	\$11,998	\$17,561	\$21,018	5.0%
Total Housing Units (2000, 2009, 2014)	11,124	12,554	13,089	1.3%
Owner Occupied Housing Units	10.5%	10.6%	10.6%	0.1%
Renter Occupied Housing Units	86.4%	83.2%	82.4%	-0.3%
Vacant Housing Units	3.2%	6.2%	7.0%	8.5%

Real Estate

Median Home Value, 2009	\$144,775
Median Home Value, 2000	\$113,184
Annual Rate of Change, Median Home Value	3.1%
Single-family Units, 2000	10.3%
Multi-family Units, 2000	89.7%

Education (ages 25 and older)

No High School Diploma	17.2%
High School Diploma or Some College	36.9%
Associate Degree	7.1%
Bachelor's Degree	21.4%
Graduate or Professional Degree	17.4%

Transit

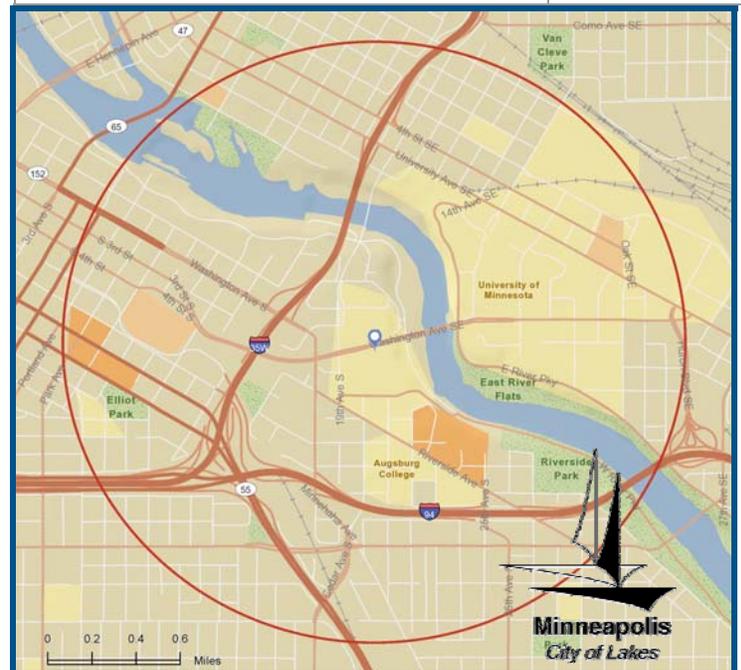
Average Daily Traffic Volume on Washington at Cedar	28,400
Households <u>without</u> access to a vehicle (2000)	38.4%
Total Number of Bus Lines (number high frequency)	23 (1)

Daytime Population

Employees, all industries	67,835
Businesses, all industries	1,480

Spending Potential Index

Average amount spent by area households compared to national average (national average = 100)	
Apparel and Services	44
Computers and Accessories	67
Education	80
Entertainment/Recreation	54
Food at Home	60
Food Away from Home	62
Health Care	51
Household Furnishing and Equipment	47
Investment	41
Retail Goods	52
Shelter	58
TV/Video/Sound Equipment	61
Travel	49
Vehicle Maintenance and Repairs	57



Source: ESRI Business Analyst Online (all data from 2009, unless otherwise noted)

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Marketplace Profile

These numbers are ESTIMATES, based on general assumptions, including a national assumption that a certain percentage of dollars are spent at online retailers.

	Retail Potential (area residents' spending, regardless of location)	Retail Sales* (spending at stores within area, regardless of shopper's residence)	Leakage / (Surplus)**	Number of Businesses (in area)
4413 - Auto Parts, Accessories and Tire Stores	\$1,455,265	\$0	100.0	0
4421- Furniture Stores	\$2,580,931	\$2,611,845	(0.6)	4
4422 - Home Furnishings Stores	\$1,428,663	\$1,316,119	4.1	2
443 - Electronics and Appliance Stores	\$5,183,168	\$18,002,367	(55.3)	12
4441 - Building Material and Supplies Dealers	\$3,612,498	\$2,454,146	19.1	7
4442 - Lawn/Garden Equipment and Supplies Stores	\$675,013	\$1,389	99.6	1
4451 - Grocery Stores	\$25,207,687	\$50,367,181	(33.3)	22
4452 - Specialty Food Stores	\$868,609	\$661,710	13.5	9
4453 - Beer, Wine and Liquor Stores	\$2,409,674	\$11,188,532	(64.6)	7
446 - Health and Personal Care Stores	\$4,370,819	\$13,492,161	(51.1)	16
447 - Gasoline Stations	\$22,960,657	\$83,373,327	(56.8)	6
4481 - Clothing Stores	\$5,348,599	\$1,349,840	59.7	4
4482 - Shoe Stores	\$586,312	\$102,950	70.1	1
4483 - Jewelry, Luggage and Leather Goods Stores	\$538,017	\$655,921	(9.9)	2
4511 - Sporting Goods/Hobby/Musical Instrument Stores	\$1,081,920	\$6,071,870	(69.8)	10
4512 - Book, Periodical and Music Stores	\$1,209,163	\$6,538,581	(68.8)	13
4521 - Department Stores Excluding Leased Depts.	\$11,094,343	\$558,448	90.4	1
4529 - Other General Merchandise Stores	\$8,062,982	\$11,954,572	(19.4)	5
4531 - Florists	\$248,277	\$282,022	(6.4)	3
4532 - Office Supplies, Stationery and Gift Stores	\$387,411	\$839,362	(36.8)	5
4533 - Used Merchandise Stores	\$107,355	\$348,372	(52.9)	4
4539 - Other Miscellaneous Store Retailers	\$2,054,720	\$5,176,827	(43.2)	13
7221 - Full-Service Restaurants	\$16,046,872	\$71,388,760	(63.3)	87
7222 - Limited-Service Eating Places	\$7,872,188	\$39,248,392	(66.6)	42
7223 - Special Food Services	\$2,099,312	\$12,922,805	(72.1)	7
7224 - Drinking Places - Alcoholic Beverages	\$801,624	\$14,980,130	(89.8)	10

* When retail sales are positive, but there are zero businesses in the area, the sales figures can be attributed to other area businesses that have a different primary classification.

** The leakage/surplus figures represent the difference between retail potential and retail sales. When the number is negative it is "surplus" and provides evidence that businesses sell more than area residents are likely spending, (i.e. shoppers come from outside the area). When the number is positive it is "leakage" and is evidence that residents spend more than local businesses sell (i.e. residents leave the area to spend their money).

